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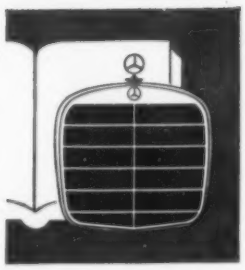
A New Chapter

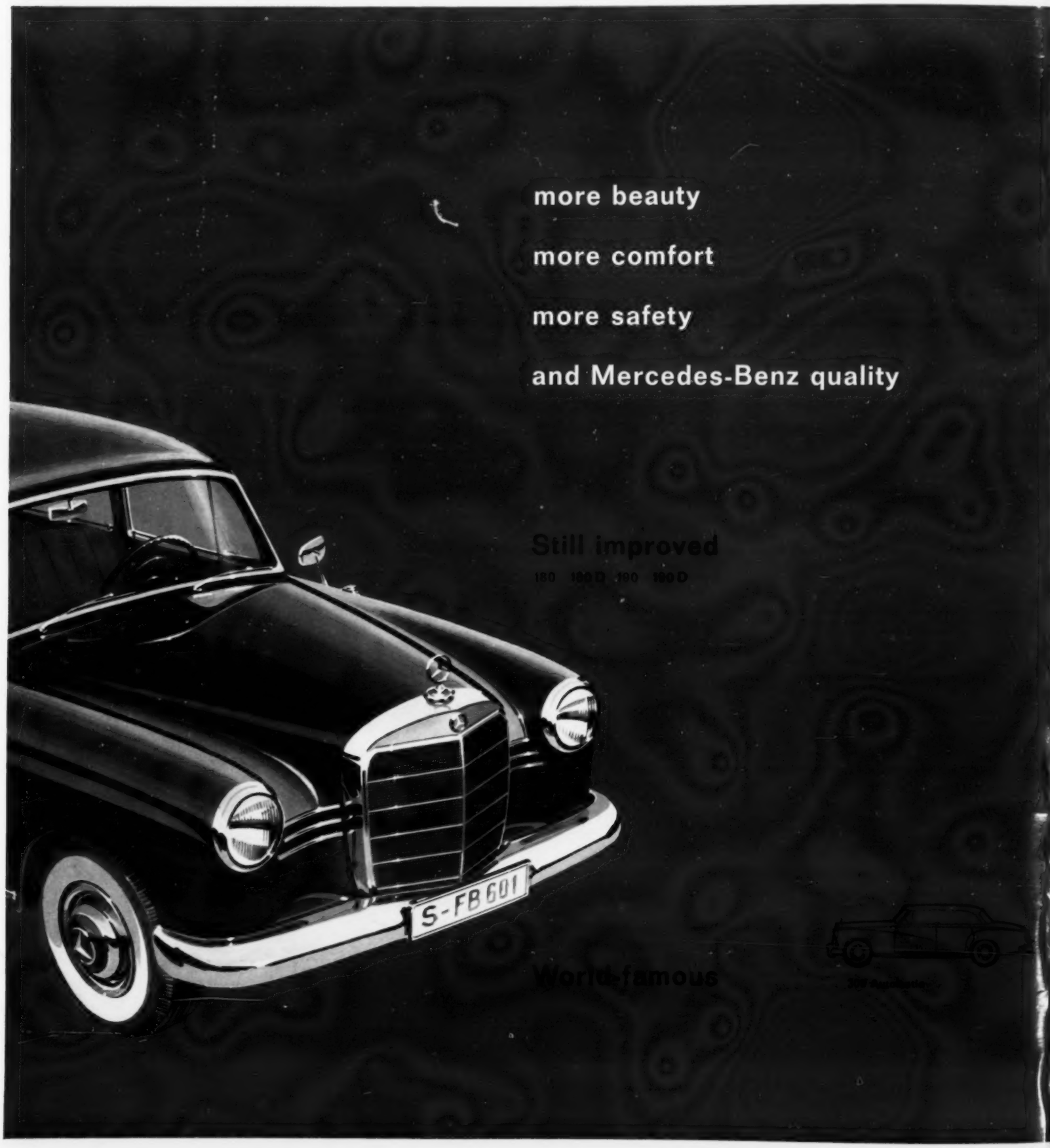


The following is a truly new chapter in automotive history—a chapter made possible by the engineers at Mercedes-Benz—a story exciting enough to quicken the pulse of every automobile-lover.

For generations, Mercedes-Benz cars have always retained their value and modernity, due to high quality, timeless design, and technical progress; yet the Daimler-Benz AG has never been content to rest on its laurels. Its craftsmen are always striving to present the highest possible automotive achievement to its friends throughout the world. Thereby, they have now created excitingly new and vastly improved models!

In a class within themselves are the new 220, 220 S, and 220 SE. While retaining the classic elements associated with every Mercedes-Benz, these models are living examples of what modern styling and technical "know-how" can accomplish. Further, long-famous Mercedes-Benz roadability and springing have now been vastly improved through major technical "break-throughs."

As you make your first road-test, you will experience a new harmony, a new culture of driving in luxurious arm-chair comfort. Because the Daimler-Benz AG always considers you first, not one ounce of safety, not one iota of security has been sacrificed for this newly found comfort, elegance, and driving luxury!



Your life is its most serious responsibility; it has done everything possible to protect it!

Mercedes-Benz has created a new automotive standard for style, comfort, safety, and technical advance in these extraordinary automobiles. Due to these all-new advances, the 180, 180 D, 190, 190 D models have also been vastly benefited: more elegance, greater security, and higher value all round. These models now offer a much wider range of advantages: a new, lower radiator design—thereby providing greater road visibility; stronger bumpers; larger stop-lights; upholstered dash-board with recessed, elastic controls for safety; a new, modern line of upholstery and interior door-panelling; an automatic windshield washer; a new steering wheel with upholstered safety-shield; an automatic turn-indicator coupled with headlight-dimmer; a new double-safety door-lock on all four doors—incidentally, the right front door can be locked or unlocked from the outside of the car. Furthermore, through the most modern technical advances, a greater horse-power rating has again been achieved for the petrol models, while at the same time all models have achieved a higher degree of safety by the installation of air-cooled Turbo-brakes with enlarged brake-areas. Throughout 136 countries of the world, these internationally admired and universally desired cars are giving you more and more value.

Also equipped with many brand new and interesting features are the larger classes of Mercedes-Benz products: the representative 300 Automatic and the classic 220 SE Convertible and Coupe. Of special note: the 220 SE is installed with the new, fantastically powerful, modern fuel-injection engine. The *chic* and highly-bred 190 SL now boasts a new, detachable hard-top with large, curved rear window. The Daimler-Benz AG takes pride in the presentation of its latest achievements, and sincerely thanks its friends throughout the world for their constant patronage and trust. It wishes them a "Bon Voyage"—perhaps soon in the new, Mercedes-Benz of your own proud choice.

All new

220 220 SE 220 SE

MERCEDES-BENZ

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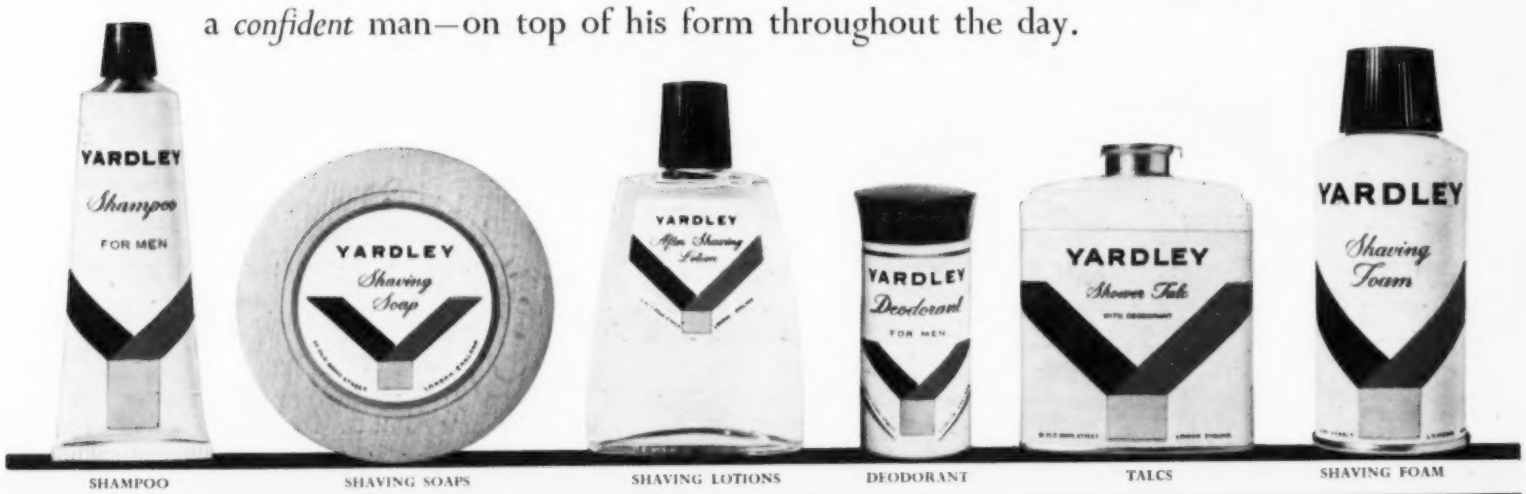

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